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|  | **Explanation 1 (Table)** | **Explanation 2 (Scatter plot)** | **Explanation 3 (Box plot)** |
| **Question 1:**  **Effectiveness** | t-value: -1.3046  p-value: 0.2212 | t-value: -0.8964  p-value: 0.3910 | t-value: 1.0320  p-value: 0.3263 |
| **Question 2:**  **Scrutability** | t-value: 1.1656  p-value: 0.2708 | t-value: 0.4892  p-value: 0.6352 | t-value: -0.2955  p-value: 0.7736 |
| **Question 3:**  **Trust** | t-value: -1.0  p-value: 0.3408 | t-value: -1.2422  p-value: 0.2424 | t-value: 0.4892  p-value: 0.6352 |
| **Question 4:**  **Satisfaction** | t-value: -1.6035  p-value: 0.1398 | t-value: -1.3219  p-value: 0.2156 | t-value: 0.5206  p-value: 0.6139 |
| **Question 5:**  **Transparency** | t-value: -2.9631  p-value: 0.0142 | t-value: -3.4641  p-value: 0.0060 | t-value: -1.2  p-value: 0.2577 |
| **Positive Movie Reviews**  **Persuasiveness** | t-value: -2.5155  p-value: 0.0306 | t-value: -2.2831  p-value: 0.0455 | t-value: 0.6367  p-value: 0.5386 |

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| Significantly Better | Better but not significantly | Identical Means | Worst but not significantly | Significantly Worst |